

ORIGINAL

BEFORE THE
FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON, D.C. 20554

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In the Matter of)
)
Amendment of Section)
73.202(b), Table of)
Allotments, FM Broadcast)
Stations (Athens, IL and)
Atlanta, IL))

MM Docket No. 95-111

RM-8652, RM-8704

To: Chief, Allocations Branch
Policy and Rules Division
Mass Media Bureau

RECEIVED
OCT 16 1995
FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

REPLY AND OPPOSITION TO COUNTERPROPOSAL

WMS1, Inc. (WMS1), by its attorneys, now opposes the "Comments and Counterproposal" submitted by Atlantis Broadcasting Co., L.L.C. (Atlantis) on September 18, 1995. These comments are timely pursuant to the Public Notice, Report No. 2102, released September 29, 1995.

In its rulemaking proposal, WMS1 asked the Commission to allot Channel 241A to Athens, Illinois so that it could provide Athens with a first local service to that community. In its counterproposal, Atlantis urges the Commission to allot Channel 242A to Atlanta, Illinois. The two proposals are mutually exclusive. In fact, the public interest would be served by allotting Channel 241A to Athens and denying the Atlantis counterproposal. The most current data available shows that since the 1990 Census, Athens has outgrown Atlanta and has a greater need for a first broadcast service.

Atlantis argues that its proposal is superior because neither Athens nor Atlanta has any broadcast station licensed

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to it and because the 1990 U.S. Census lists the population of Atlanta as 1,616 persons while Athens is listed as having 1,404 persons. In fact, more recent data demonstrate that since the 1990 Census, Athens has experienced significant growth while Atlanta has not had any meaningful growth. The attached letter from the Mayor of Athens, the Honorable George E. Cerar¹ demonstrates that in the last five years, Athens has grown by greater than fifteen percent. Thus, the population of Athens is now greater than 1,615, which is a fifteen percent increase over 1,404 (the population at the time of the 1990 Census). At the time of the 1990 Census, the population of Atlanta was 1,616. In contrast to Athens, Atlanta has seen little growth in the last five years. According to information from the Honorable Rick Lynch, the mayor of Atlanta (submitted as Attachment 2 to this reply), only thirty-five new housing units have been constructed in since the beginning of 1990. Since it is clearly possible that other housing units have been destroyed or abandoned, Atlanta has been stagnant since 1990.

The University of Illinois Cooperative Extension Service has prepared a study comparing the markets in Atlanta and Athens. A copy of the study is submitted as Attachment 3 to this reply. The study shows that within the immediate area of the two communities (a three mile radius of the center of each

¹ A copy of this letter is submitted as Attachment 1 to this reply.

community), Athens has a greater population than Atlanta. The population in the Athens area is 2,383 persons, while the Atlanta area has only 1,890 persons. Thus, the Athens area has 493 more persons than Atlanta. Furthermore, the university's projections show that, by 1999, the Athens area's population will remain steady, while the Atlanta area will lose an additional three percent of its population (down to 1,832 persons).

Clearly, Atlantis can no longer claim a preference for Atlanta's larger population because the census data Atlantis relies upon does not reflect the current status of the communities. Indeed, the University of Illinois study, which compares the two communities under the same criteria, demonstrates that Athens has a greater need for a first local service than Atlanta because there are currently more people in the Athens area. Accordingly, the WMS1 proposal should be granted because Athens has outgrown Atlanta. At a minimum, Atlantis' claim to a preference for providing a first service to a larger community must be rejected because the Census data it relies upon does not reflect the current situation.

If the Commission determines that any difference in the current populations of Atlanta and Athens is too small to warrant a preference for first broadcast service to the community, Athens must be awarded the allotment because other factors support a grant of the allotment to Athens. First, a station licensed to Athens would serve over four times as many


people as a station licensed to Atlanta. Using the reference coordinates proposed by WMS1 and Atlantis, respectively, and assuming maximum facilities (6 kW with an antenna 100 meters HAAT), the proposed Athens facility would serve 176,041 persons, while an Atlanta station would only serve 40,612 persons. See the statement of Doug Vernier submitted as Attachment 4 to this reply. Under allotment priority four (other public interest factors), the primary determining factor is which proposal would serve more people. Greenup, Kentucky, and Athens, Ohio, 6 FCC Rcd 1493, 1495 (1991).² The WMS1 proposal is entitled to an overwhelming preference under that factor. Atlantis has not shown the existence of other public interest factors supporting the grant of an allotment to Athens. In contrast, as shown in the enclosed brochure (Attachment 5 to this reply), Athens has its own churches, businesses, schools, post office, municipal government, and other institutions which show its need for a local broadcast service. Accordingly, if Athens is not awarded a dispositive preference under allotment priority three (first local service), it must receive such a preference under allotment priority four (other public interest factors).


² A petitioner can overcome the presumption that service to more people is in the public interest by demonstrating that it would provide more service to underserved areas using the discounting methodology described in the Greenup case. Atlantis has not attempted to use that methodology.

Accordingly, WMS1 asks the Commission to allot Channel 241A to Athens, Illinois and to deny the counterproposal tendered by Atlantis.

Respectfully submitted,

WMS1, INC.

By 
Gene A. Bechtel

By 
John J. Schauble

Bechtel & Cole, Chartered
1901 L Street, N.W., Suite 250
Washington, DC 20036
(202) 833-4190

Date: October 16, 1995

ATTACHMENT A

City of Athens

Clerk
Jack Morris

Mayor
George E. Cerar

Treasurer
Rhonda Ethell

October 2, 1995

To Whom It May Concern:

The City of Athens 1990 census was 1,404 people. In the past five years the City has seen a growth of greater than fifteen per cent.

We feel this trend will continue due to all the new development projects that are in process.

We would highly recommend granting a FCC license to establish a radio station in the Athens area. This would be a great benefit to the citizens in the area.

I have personally known Larry Williams and his family for over twenty years and they are very respectable business individuals.

We urge you to grant this license request.

Sincerely,



George E. Cerar, Mayor
CITY OF ATHENS

GEC:sh

ATTACHMENT B

City of Atlanta

Office of the Mayor

ATLANTA, ILLINOIS 61723



Oct. 2, 1995

Larry Williams
2901 S. Holmes
Springfield, Il. 62704

Dear Larry:

Enclosed please find copies of our Building Permits obtained from the past 5 years. As you will notice, we have 35 new units constructed, this includes houses and duplexes, and 1 triplex.

I hope this will help you with the information you need.

Sincerely,


Rick Lynch, Mayor

City of Atlanta
Building Permits 1995

<u>Date</u>	<u>Name</u>	<u>Address</u>	<u>Construction</u>	<u>Cost</u>	<u>sq ft</u>
1/15/95	Wayne Herman	305 Logan	garage	1,000.00	\$50. 226
1/15/95	Todd Carbo	711 S. Martin	Addition	25,000.00	\$4500 227
1/15/95	Samuel Baalinger	407 NW Pace	Deck	1,000.00	\$500 229
1/15/95	Wm. Hick	002 S.E. Pace	shed	1138.00	\$5.00 228
1/15/95	Dan Howard	408 W. North	house	100,000.00	\$52.50 230
2/15/95	London Johnson	504 S. Mary	house	79,000.00	\$37.50 231
1/27/95	Rich Foster	405 N. Ewing	fence	300.00	\$ 500 232
2/7/95	Wayne Godman	903 S. Martin	addition	5,000.00	\$ 500- 234
1/7/95	Steven Bowes	307 N.E. 4th	shed	700.00	\$5.00 - 235
1/24/95	Logan Co. Development Foundation		Billboards	80,000.00	\$42.50- 233
5/2/95	Michael Smith	504 NE 3rd	Addition	17,600.00	\$11.50 237
5/5/95	John Grant	306 NW Vine	House	120,000.00	\$62.50 238
5/11/95	George Kaniekov	301 NW Pace	House	96,000.00	\$50.50 239
5/9/95	Brett Pigg	118 5th St.	House	50,000.00	\$27.50 240
5/19/95	Dale Penny	301 S. Catherine	garage	2508.00	\$ 5.00 241
6/12/95	Dick Applegate	306 SW 5th St.	House	105,000.00	\$55.00 242
6/14/95	Dorell Luttrell	706 NE 2nd	Shed	1,500.00	\$ 5.00 243
12/21/95	Dany D. Layman	#5 Benedict	Storage	3,500.00	\$ 500 244
12/21/95	Emma Curlee	205 S. 5th	Shed	400.00	\$15.00 245
11/21/95	Bolton Sears	203 Logan	Triplex	90,000.00	\$47.50 246
6/28/95	Ralph Morrow	206 NW Vine	fence	500.00	5.00 247
7/3/95	Jim Binney	100 SW 4th	Deck	853.00	5.00 248
7/11/95	James Nelson	402 NW Chestnut	House	88,000.00	46.50 249
7/14/95	Kennie King	301 S. Mary	Deck	1,000.00	5.00 250
8/3/95	Jeff Boof	802 NE 2nd	House	65,000.00	35.00 251

Date	Name	Address	Construction Cost	SB	FL
Sept. 27, 1994	Team Christ for the Neighbors Garage	1150 W. 1st St.	\$15,000.00	\$10.00	219
Oct. 5, 1994	John Darling 606 NE 2nd	Garage	\$7,500.00	6.25	220
Oct. 21, 1994	Deane May 204 SE 8th	Garage	\$8,200.00	6.50	221
Oct. 16, 1994	Tom Backs 310 N. Howard	Garage	\$74,000.00	42.00	222
12/12/94	Darin Schenck 904 S. Martin	Garage	\$5,000.00	5.00	224
12/21/94	Clarence Washin 507 NW Reed		\$25,000.00	15.00	225

City of Helsinki
Buildings Permits 1994

<u>date</u>	<u>Name</u>	<u>Address</u>	<u>Construction</u>	<u>Cost</u>	<u>SD</u>	<u>#</u>
12, 1994	Dean Benedict	906 S. Gore	Shed	\$300.00	\$5.00	191
5, 1994	Barry Combs	701 W. North	Garage	\$5000.00	\$5.00	192
25, 1994	Frank Kaup	302 NE 4th	Addition	\$9,000.00	\$7.00	193
2, 1994	Jim Carr	707 1st St.	Addition	\$17,000.00	\$11.00	194
8, 1994	Greg Eldred	600 W. North	Garage	\$12,000.00	\$8.50	195
4, 1994	Bill Hill	300 South	House	\$75,000.00	\$40.00	196
9, 1994	Napa	104 Empire	Business	\$50,000.00	\$27.50	197
25, 1994	Marty Davis	101 S. Catherine	House	\$55,000.00	\$32.50	198
1, 1994	Marty Davis	103 S. Catherine	House	\$57,000.00	\$32.50	199
17, 94	Don Turner	105 NW Beece	Carport	\$2,000.00	\$5.00	200
1, 94	Joe Daugherty	203 Josephine	Storage Shed	\$2,000.00	\$5.00	201
7, 94	Greg Eldred	400 NW Maple	Screened Patio	\$1,000.00	\$5.00	202
18, 94	Donall England	Billboards on Highway	Billboards	\$40,000.00	\$22.50	203
27, 94	Brian Foster	405 Ewing	Garage + fence	\$5,500.00	\$3.50	204
2, 94	Evelyn Hicks	504 Broadway	fence	\$2,000.00	\$5.00	205
3, 94	Mary Ann Boyd	106 NE 3rd	Shed	\$1,000.00	\$32.50	206
3, 94	Richard Shaffer	11 W. North	House	\$60,000.00		207
7, 94	Judy Hethorn	701 S. Josephine	Garage	\$5,500.00	\$5.50	208
2, 94	Evelyn Hicks	504 S Broadway	Shed	\$800.00	\$5.00	209
20, 94	Richard Shaffer	503 E. Mulberry	Addition	\$1,000.00	\$5.00	210
20, 94	Tom Parks	602 W. Mary	House	\$40,000.00	\$22.50	211
19, 94	Boggy Sears	#9 Benedict	House	\$70,000.00	\$37.50	212
20, 94	Lloyd Nolan	603 NE 2nd	House	\$103,948.00	\$54.50	213
20, 94	Boggy Garasch	400 NW Chestnut	House	\$45,000.00	\$25.00	214
13, 94	Tom Thrust	201 NW Walnut	garage + Addition	\$7,000.00	\$18.00	215
27, 94	Gay Mayberry	205 W. Alamo	garage	\$13,000.00	\$9.00	216
27, 94	Marty Davis	205 S. Catherine	House	\$45,000.00	\$25.00	217
27, 94	Marty Davis	207 S. Catherine	House	\$45,000.00	\$25.00	218

Building Permits - City of Atlanta 1993

<u>Date</u>	<u>To:</u>	<u>Address</u>	<u>Construction</u>	<u>Cost</u>	<u>#</u>	<u>#</u>
Feb. 2	Dale Bender	207 N.W. Fair	Garage	\$200.00	6.40	168✓
Oct. 15	William Hill	300 E. South	Garage	\$1,497.00	6.50	159✓
4/17/93	Len Batterson	603 S. Bee	addition	\$5,000.00	5.00	169✓
4/28/93	John Sherman	508 SW 3rd	Garage	\$8,000.00	6.50	170✓
4/29/93	Terry Surratt	605 Josephine	deck + shed	\$9,500.00	7.25	171
5/10/93	Larry Knicker	506 S. Mary	Deck	\$1,000.00	5.00	172
5/20/93	Wayne Alberts	304 S. Josephine	addition	\$21,000.00	16.00	174
5/24/93	Dean Benedict	901 S. Bee	shed	\$200.00	5.00	173
6/15/93	James Webb -	503 S. Josephine	roof	\$500.00	5.00	176
6/15/93	James C. McKown, Jr.	406 NE 4th	shed	\$500.00	5.00	175
5/14/93	Richard Shaffer	11 NW North	house	\$61,000.00	33.00	17
7/12/93	John Harmon	504 Lyconne	garage	\$5,000.00	5.00	18
6/28/93	Robert Shaskan	606 N. Ewing	addition	\$2,000.00	5.00	170
6/28/93	Kenny Robinson	404 S. Mary	addition	\$2,000.00	8.50	170
7/27/93	Fred Krueger	207 NE 5th	garage	\$5,500.00	5.50	18
8/13/93	Mike Labay	301 N.W. Bee	concrete shed	\$400.00	5.00	180
8/4/93	Terry Eversley	401 NE 3rd	shed	\$2,000.00	5.00	180
9/2/93	James Sales	406 NE 3rd	shed	\$500.00	5.00	181
9/10/93	Small Begalpa	202 S. Mary	bath	\$6,500.00	7.50	180
9/21/93	Kenneth McRoberts	603 W. Hamilton	shed	\$770.00	5.00	18
9/21/93	Bolger Sears	205 E. Logan	Deck	\$6,000.00	32.50	18
11/23/93	Donald Moreland	802 S. Martin	Shed	\$6,500.00	10.50	18
12/8/93	Kenneth Erber	504 W. Mary	Shed	\$50.00	5.00	18
12/8/93	Don Aberch	300 N.E. East	Garage	\$6,000.00	5.50	19

Building Permits 1992

<u>Date</u>	<u>To:</u>	<u>Address</u>	<u>Construction</u>	<u>Cost</u>	<u>Est. #</u>
0/30	Jerry Barclait	906 S. Race	garage ↓	2,000.00 [#]	500 163
1/6	Buck E. Nichols	603 E. Montgomery	garage ↓	50,000.00 [#]	27.50 169
1/24	Curtis Buitz	709 N.E. 4th	garage ↓	7,500.00 [#]	6.25 165
2/14	Independant Limited Partnership	103 Empire	Motel ↓	350,000.00 [#]	177.50 161
2/18	Deane May	204 S.E. Race	addition ↓	5,500.00 [#]	5.25 166
1/21	Betta Leigh	602 12th St.	house	50,000.00 [#]	27.50 167

Building Permits 1992

<u>Date</u>	<u>To:</u>	<u>Address</u>	<u>Construction</u>	<u>Cost</u>	<u>Cnt</u>	<u>#</u>
Jan - 1992	Dick Schmitt ^{NR}	200 E. Sharon	addition	40,000.00	22.50	134
Jan. 12, 1992	Robert Bickler ^R	503 Mary	addition	9,500.00	6.75	135
Jan. 12, 1992	Attentia Township ^{NR}	301 S. Oak	Office Bldg.	40,000.00	-	136
Jan. 16, 1992	Jeff Grubbs ^R	208 W. Adams	House	65,500.00	35.50	137
Jan. 23, '92	Donnie King ^R	201 S. Mary	House	61,000.00	33.00	138
Jan. 23, '92	Daniel Crutchley	400 2nd St.	garage	5,000.00	5.00	139
Jan. 26, '92	Richard Bicknell ^R	603 W. Clark	addition	20,000.00	12.50	140
Feb. 8, '92	Mary Breedwell ^R	100 NW Vine	Remodeling	1200.00	5.00	141
Feb. 19, '92	Keith Darnon	202 N.W. Maple	Shed	580.00	5.00	143
Feb. 15, '92	Edna Noble	#2 Country Lane	porch	200.00	5.00	142
Feb. 20, '92	Tim Becker ^R	13 Keen Ct.	addition	9750.00	7.50	144
Feb. 8, '92	Martin Bale	305 SW 2nd	garage	3,000.00	5.00	145
Mar. 12, '92	Connie Eichhorn	404 S. Vine	pool	2,000.00	5.00	146
Mar. 23, '92	Coy Hutchcraft ^R	201 NE First	addition	7,000.00	6.00	147
Apr. 13, '92	George Armstrong	100 SW. 3rd	deck	800.00	5.00	148
Apr. 3, '92	George Armstrong	100 SW 3rd	garage	4,000.00	5.00	149
Apr. 3, '92	Tom Parks	703 S. Grace	shed	300.00	5.00	150
Apr. 6, '92	Larry Kindred	506 S. Mary	deck	?	5.00	151
Apr. 17, '92	Chaggy Walker	400 N.W. Vine	shed	1200.00	5.00	152
Apr. 20, '92	Barb Wertheimer	901 S. Meeter	garage	5000.00	5.00	153
Apr. 25, '92	Weldon Chapp ^R	402 N.W. Vine	addition		5.00	154
Apr. 25, '92	Gerald Lerman	803 S. Meeter	garage	5000.00	5.00	155
Apr. 9, '92	John Smearinger	107 N.W. Vine	building	5000.00	5.00	156
Apr. 14, '92	Vernon Gosda	601 W. Harrison	shed		5.00	157
Oct. 22, '92	Robert Sutter ^R	206 N.E. Church	addition		5.00	160
Oct. 30, '92	Donald Burton	504 S. Broadway	shed		5.00	158
Oct. 30, '92	Curtis Bretz ^R	709 N. Oak St.	house	130,000.00	67.50	159

Building Permits 1991

<u>Date</u>	<u>To</u>	<u>Address</u>	<u>Construction</u>	<u>Cost</u>	<u>GD</u>	<u>#</u>
1/21/91	Nancy Lashburn	200 N. Dudley	Family Room	15,000.00	\$10.04	114
1/30/91	Steve Barnes	307 N.E. 4th St	porch	300.00	5.00	115
1/31/91	Erma Irwin	303 N.E. First	garage	3,600.00	5.00	116
1/8/91	William Hill	403 N.E. 3rd	patio	250.00	5.00	117
1/17/91	John Ford	207 W. Adams	house	25,000.00	15.00	119
1/11/91	Ryle Whelan	304 SW 2nd	storage	500.00	5.00	120
1/19/91	Wayne Compton	205 W. North St.	house	59,000.00	32.00	12
1/27/91	Robert Drines	309 N.E. 6th St	deck	1,000.00	5.00	121
1/17/91	Bertie Anderson	200 S. Luisa	garage	5,175.00	5.50	121
1/14/91	Teplin Benbow	306 N. Ewing	cellar	4,000.00	5.00	124
1/11/91	Jack Kerrick	606 S. Alexander	garage	3,500.00	5.00	12
1/19/91	Mark Horne	103 N.E. 4th	garage	3,000.00	5.00	126
1/17/91	William Hill	403 N.E. Third	patio	5,550.00	5.00	127
2/4/91	Bob Kendrick	602 Weed St.	house	95,000.00	50.00	128
2/15/91	Vaughn Craft	206 S. Grace	shed	1,000.00	5.00	121
Permit # 118 denied						
10/25/91	Delmar French	203 S. Broadway	garage	5,000.00	5.00	130
1/14/91	Deane May	304 N.E. Fifth	utility shed	850.00	5.00	131
2/16/91	Wagner Sh. Co.	3476-B- Steadman Rd. St. W. April, 91.	Remodeling	328,000.00	1620.00	13
2/30/91	Mary Breedwell	100 SW. First	remodeling	350.00	5.00	131

Building Permits 1990

<u>Date</u>	<u>To</u>	<u>Address</u>	<u>Construction</u>	<u>Cost</u>	<u>Per. #</u>	<u>#</u>
'2/90	Mike DeBeyer	206 S. Mary	garage	10,000.00	7.50	90-1
'7/90	Hills Kempf	607 S. Broadway	house	45,000.00	25.00	90-2
'22/90	Mike Huber	301 N.W. Grace	Garage	3,000.00	5.00	90-3
'4/90	Myrtle Bell	602 S. Martin	Garage	2,500.00	5.00	94
'4/90	Paul Lerman	900 W. South	House	38,000.00	21.50	95
'6/90	Dennis Colan	303 SW 4th	Garage	7,500.00	6.50	96
'22/90	James Seales	406 NE 3rd	Garage	6,000.00	5.50	97
'24/90	Master Bale	602 S. Martin	Garage	2,500.00	5.00	98
'3/90	Gregg Warner	400 NW Vine	shed	400.00	5.00	99
'5/90	Henry Lerman	703 Broadway	garage	5,000.00	5.00	100
'7/90	Harold Schmitt	704 NW. Elm	Deck	5,000.00	5.00	101
'12/90	Dale Colan	604 N.W. Maple	house	60,000.00	32.50	102
'23/90	Marshall Lerner	#15 Karen Court	Greenway	900.00	5.00	103
'21/90	Martin Bale	301 N.E. 6th	Shed	150.00	5.00	104
'24/90	Tim Becker	#13 Karen Court	house	60,000.00	32.50	105
'1/90	Hank Grundt	507 W. South	house	150,000.00	77.50	106
'9/90	Margorie Coleman	300 N.W. Vine	porch	8,000.00	6.50	107
'22/90	Raymond Doolin	405 N.E. 3rd	shed	500.00	5.00	108
'10/90	Tom Parks	707 S. Grace	Garage & Storage	8,000.00	6.50	109
'1/90	Eureka Sigler	603 S. Martin	second in gates	2,000.00	5.00	110
'19/90	Harley Warwick	202 4th St.	roof + screening	4,000.00	5.00	111
'4/90	Jose Blossom	405 Vine St.	storage garage	2,000.00	5.00	112
'5/90	Garry Linda	#4 Karen Ct.	house	75,000.00	40.00	113

ATTACHMENT C

MARKET PROFILES AND COMPARISON

FOR

**ATHENS AND ATLANTA,
ILLINOIS**

PREPARED BY

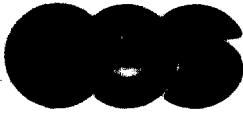
UNIVERSITY OF ILLINOIS COOPERATIVE EXTENSION SERVICE

**Patrick Curry
Economic Development Educator
Springfield Extension Center
PO Box 8199
Springfield, IL 62791-8199
Phone: (217) 782-6515
Fax: (217) 782-8886**



Cooperative Extension Service
University of Illinois at Urbana-Champaign

Cooperative Extension Service is a part of the University of Illinois at Urbana-Champaign



Cooperative Extension Service

College of Agriculture

University of Illinois at Urbana-Champaign

Springfield Extension Center, P. O. Box 8199, Springfield, IL 62791-8199

Phone: (217) 782-6515 - Fax: (217) 782-8886

DATE: October 4, 1995
TO: Judy Bailey
FROM: Patrick Curry *PC*
RE: Athens and Atlanta, Illinois Market Profiles
CC: Pat Buchanan

In response to your request for population data for the Athens and Atlanta, Illinois markets I have provided the following information:

1. Location maps for both places showing three and five mile radius circles around the geographic center of each community.
2. A one page summary for each place, "1990 Key Demographics", showing characteristics for the incorporated area from the 1990 Census.
3. A two page market profile, "Demographic Update: 1994 & 1999", for the population living within a three and five radius of the geographic center of each place. The data estimates for 1994 and projections from 1999 were developed by Urban Decision Systems, Inc. These data are used extensively by the public and private sectors for demographic analysis and market research. The final reports were compiled using a geographic information system.

Comparison of the Census data and market profiles clearly indicate the Athens market has a significantly greater population base in both the three and five mile radius areas. In addition, the income characteristics of the Athens market are also higher. Finally, the projected growth (2.2%) in Athens's 5 mile radius market exceeds the Atlanta market which is projected to lose about 2.7% of its population. The results are summarized in the following table:

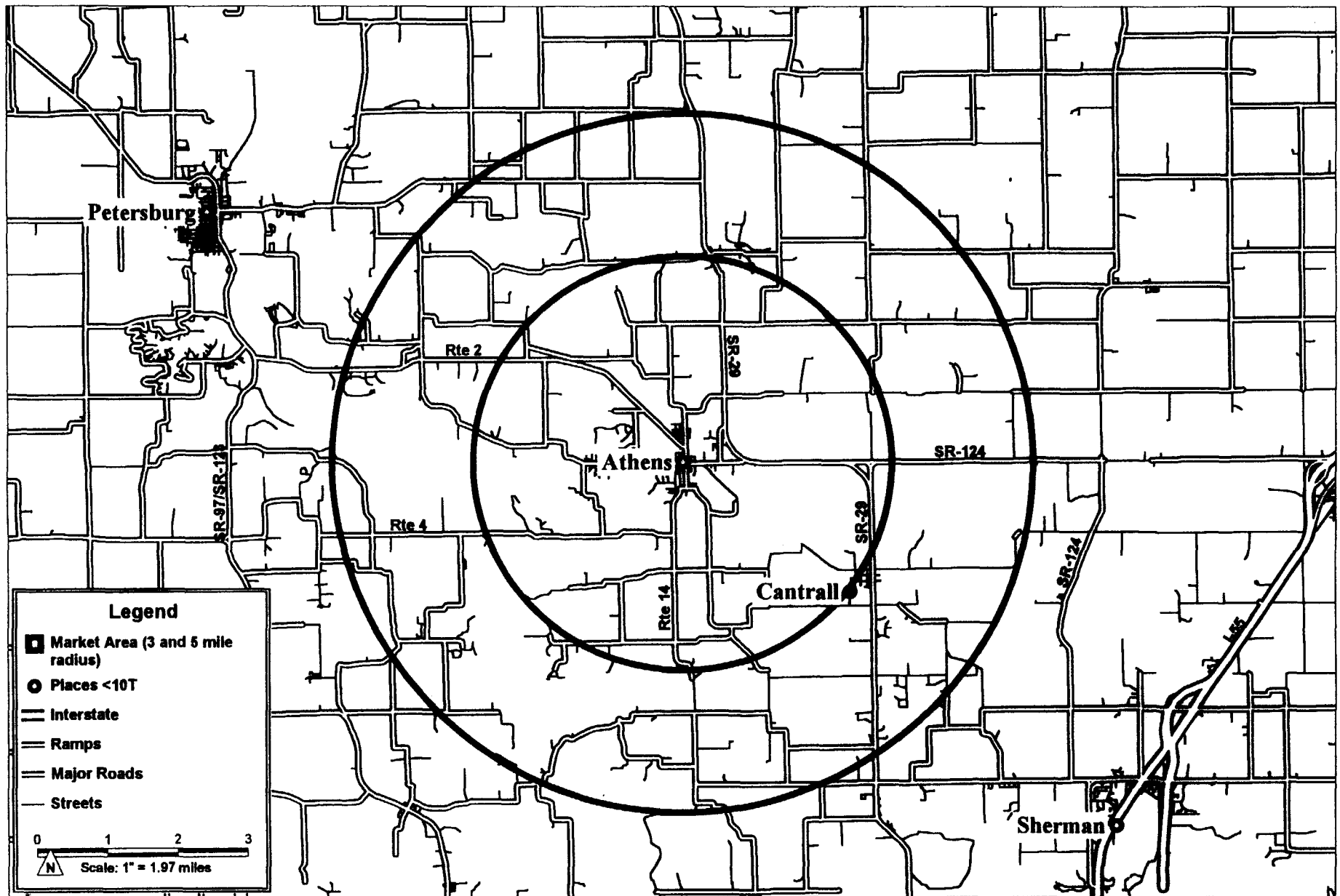
MARKET COMPARISON: ATHENS AND ATLANTA, ILLINOIS

	Athens	Atlanta
1990 Census Population	1,403	1,615
1994 Population Estimate 3 Mile Radius	2,383	1,890
1994 Population Estimate 5 Mile Radius	4,121	2,920
1994 Median Household Income (3 Miles)	\$34,643	\$30,134
1994 Median Household Income (5 Miles)	\$37,084	\$32,165

If you have any questions please do not hesitate to call.

ATHENS, ILLINOIS MARKET PROFILE

Athens, IL Market Area: 3 and 5 Mile Radius



Source: Springfield Extension Center

10/04/95

1990 Key Demographics
Athens, IL

University of Illinois CES
October 04, 1995

Population	1,403	
In households	1,403	100.0%
Group quarters	0	0.0%

Households	525	
Families	394	75.0%
With children	206	52.3%
Non-family	131	25.0%
Average household size	2.67	

Race		
White	1,389	99.0%
Black	0	0.0%
Asian/PI	2	0.1%
Other	12	0.9%

Hispanic population	6	0.4%
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Labor force, 16+	701	50.0%
Employed	659	94.0%
White collar	380	57.7%
Blue collar	279	42.3%

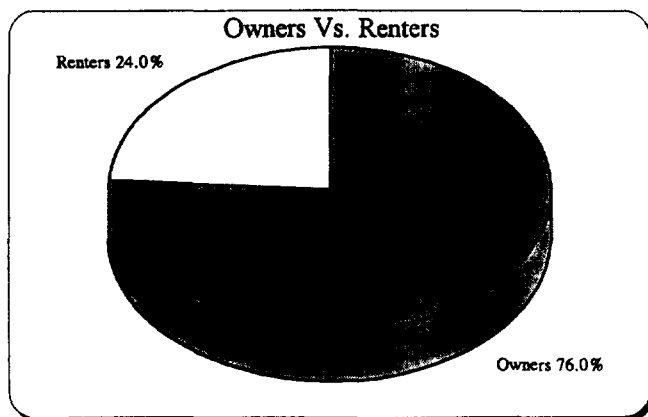
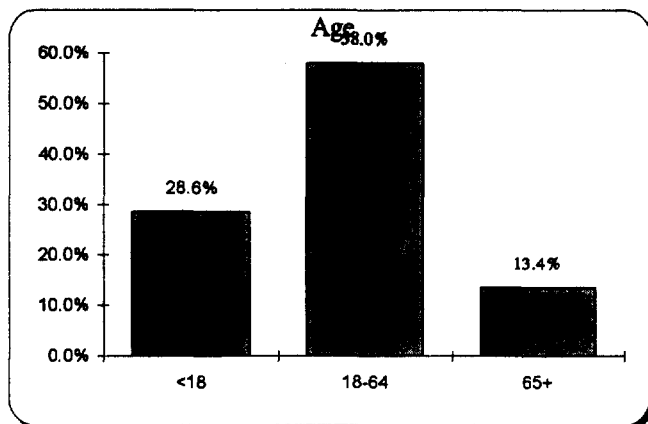
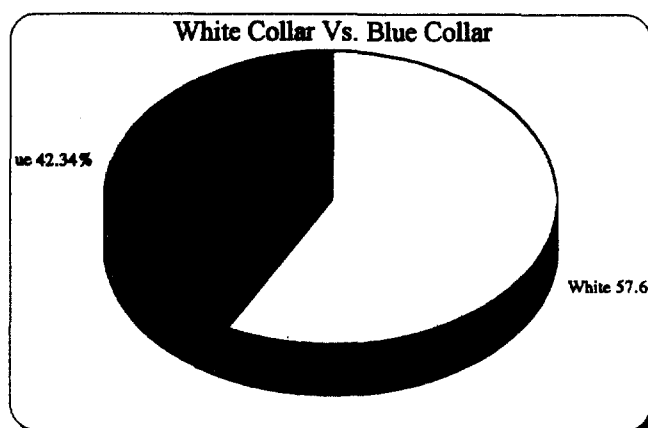
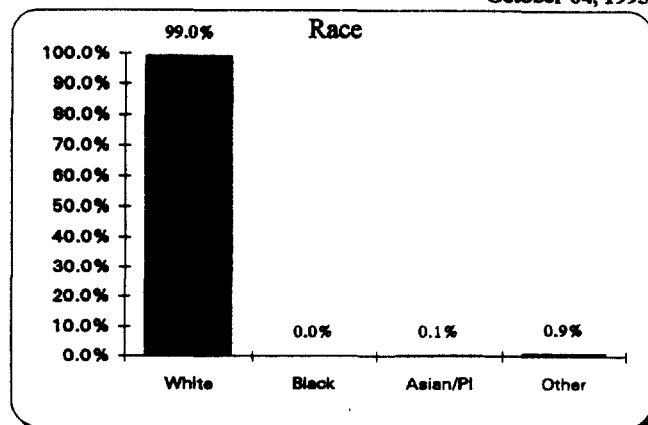
Household income	
Average	\$34,901
Aggregate (Mil)	\$18.32

Age		
<18	401	28.6%
18-64	814	58.0%
65+	188	13.4%

Tenure		
Owners	399	76.0%
Renters	126	24.0%

Housing Value	
Average home value	\$53,600
Aggregate value (Mil)	\$21.39

Rental value	
Average rent	\$210
Aggregate rent (Mil)	\$0.03



Demographic Update: 1994 & 1999
Athens, IL Market Profile: 3 Mile Radius

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	1994 Estimate	%	1999 Projection	%	%Change
Population	2,383		2,385		0.1%
in group quarters	0	0.0%	0	0.0%	#DIV/0!
in households	2,383	100.0%	2,385	100.0%	0.1%
in families	2,117	88.8%	2,091	87.7%	-1.2%
Age					
< 6 years	159	6.7%	133	5.6%	-16.4%
6 - 9 years	206	8.6%	215	9.0%	4.4%
10 - 13 years	166	7.0%	168	7.0%	1.2%
14 - 17 years	176	7.4%	193	8.1%	9.7%
18 - 20 years	89	3.7%	94	3.9%	5.6%
21 - 24 years	84	3.5%	67	2.8%	-20.2%
25 - 34 years	316	13.3%	254	10.6%	-19.6%
35 - 44 years	445	18.7%	469	19.7%	5.4%
45 - 54 years	284	11.9%	340	14.3%	19.7%
55 - 64 years	173	7.3%	176	7.4%	1.7%
65 - 74 years	156	6.5%	139	5.8%	-10.9%
75 - 84	108	4.5%	114	4.8%	5.6%
85+ years	19	0.8%	19	0.8%	0.0%
Median age	34.6		36.1		4.3%
Females	1,225		1,229		0.3%
< 6 years	62	5.1%	48	3.9%	-22.6%
6 - 9 years	107	8.7%	113	9.2%	5.6%
10 - 13 years	71	5.8%	74	6.0%	4.2%
14 - 17 years	82	6.7%	89	7.2%	8.5%
18 - 20 years	38	3.1%	42	3.4%	10.5%
21 - 24 years	53	4.3%	48	3.9%	-9.4%
25 - 34 years	154	12.6%	122	9.9%	-20.8%
35 - 44 years	244	19.9%	261	21.2%	7.0%
45 - 54 years	149	12.2%	186	15.1%	24.8%
55 - 64 years	73	6.0%	70	5.7%	-4.1%
65 - 74 years	97	7.9%	85	6.9%	-12.4%
75 - 84	65	5.3%	65	5.3%	0.0%
85+ years	14	1.1%	14	1.1%	0.0%
Median age, females	36.5		37.7		3.4%
Males	1,158		1,156		-0.2%
< 6 years	97	8.4%	85	7.4%	-12.4%
6 - 9 years	99	8.5%	102	8.8%	3.0%
10 - 13 years	95	8.2%	94	8.1%	-1.1%
14 - 17 years	94	8.1%	104	9.0%	10.6%
18 - 20 years	51	4.4%	52	4.5%	2.0%
21 - 24 years	31	2.7%	19	1.6%	-38.7%
25 - 34 years	162	14.0%	132	11.4%	-18.5%
35 - 44 years	201	17.4%	208	18.0%	3.5%
45 - 54 years	135	11.7%	154	13.3%	14.1%
55 - 64 years	100	8.6%	106	9.2%	6.0%
65 - 74 years	59	5.1%	54	4.7%	-8.5%
75 - 84	43	3.7%	49	4.2%	14.0%
85+ years	5	0.4%	5	0.4%	0.0%
Median age, males	32.2		34.0		5.7%

Demographic Update: 1994 & 1999
Athens, IL Market Profile: 3 Mile Radius

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	1994 Estimate		1999 Projection		94-99 % Change
Race					
White	2,360	99.0%	2,355	98.7%	-0.2%
Black	1	0.0%	2	0.1%	100.0%
Am Indian	10	0.4%	13	0.5%	30.0%
Asian/PI	4	0.2%	5	0.2%	25.0%
Other Race	8	0.3%	10	0.4%	25.0%
Hispanic	17	0.7%	18	0.8%	5.9%
Total aggregate income(M)	\$34.66		\$39.64		14.4%
Per capita income	\$14,544		\$16,619		14.3%
Households	891		908		1.9%
Families	684	76.8%	689	75.9%	0.7%
Household Income					
< \$5,000	37	4.2%	33	3.6%	-10.8%
\$5,000 - \$9,999	57	6.4%	49	5.4%	-14.0%
\$10,000 - \$14,999	68	7.6%	59	6.5%	-13.2%
\$15,000 - \$24,999	153	17.2%	130	14.3%	-15.0%
\$25,000 - \$34,999	128	14.4%	141	15.5%	10.2%
\$35,000 - \$49,999	213	23.9%	182	20.0%	-14.6%
\$50,000 - \$74,999	172	19.3%	203	22.4%	18.0%
\$75,000 - \$99,999	32	3.6%	62	6.8%	93.8%
\$100,000 - \$149,999	17	1.9%	29	3.2%	70.6%
\$150,000+	5	0.6%	6	0.7%	20.0%
Average HH income	\$39,085		\$43,940		12.4%
Median HH income	\$34,643		\$38,367		10.7%
Aggregate HH income (M)	\$34.82		\$39.90		14.6%
Average fam income	\$45,567		\$51,311		12.6%
Median fam income	\$39,999		\$46,281		15.7%
Aggregate fam income (M)	\$31.17		\$35.35		13.4%
Household Size					
1 person	186	20.9%	200	22.0%	7.5%
2 persons	292	32.8%	300	33.0%	2.7%
3-4 persons	311	34.9%	307	33.8%	-1.3%
5+ persons	101	11.3%	100	11.0%	-1.0%
Average household size	2.67		2.63		-1.8%
Vehicles available	1,723		1,780		3.3%
Average vehicles available	1.93		1.96		1.4%
Vehicles per household					
0	54	6.1%	53	5.8%	-1.9%
1	227	25.5%	226	24.9%	-0.4%
2	390	43.8%	400	44.1%	2.6%
3+	225	25.3%	229	25.2%	1.8%
Owners	687	77.1%	718	79.1%	4.5%
Renters	204	22.9%	190	20.9%	-6.9%